

Grants by Grant Cycle

Grants matching your search for 2013-14 Local Government Waste Tire Amnesty Grant (TA2)

Humboldt County

Grantee: City of Fortuna

Amount Awarded: \$5,000.00

Grantee Contact: Mr. Mike Johnson

CalRecycle Grant manager: Carla Repucci

Project Summary: We propose to hold an amnesty event in August 2013 at Eel River Disposal & Resource Recovery . Eel River Disposal and Resource Recovery is a permitted solid waste transfer facility located in Fortuna, CA (Tire Hauler ID# 100 2413-01). The City of Fortuna will issue tire vouchers for passenger and light truck tires. The estimated average cost per tire for this event is \$5.00 including transportation and processing. Vouchers will be issued to City of Fortuna residents beginning June 2013 and ending the Friday before the event. The vouchers will be redeemable at Eel River Disposal and Resource Recovery for a one day amnesty event in August 2013. Collected tires will be hauled to Waste Recovery West in Stockton, CA to be recycled. The City of Fortuna is currently not a member of the Humboldt Waste Management Authority.

Total Awarded for County:\$5,000.00

Los Angeles County

Grantee: City of Norwalk

Amount Awarded: \$60,000.00

Grantee Contact: Ms. Adriana Figueroa

CalRecycle Grant manager: Carla Repucci

Project Summary: The Cities of Norwalk (the Lead Agency), Cerritos, Downey, La Mirada, Pico Rivera, and Santa Fe Springs (referenced in this proposal as the Regional Group) are proposing a Regional Tire Collection effort that will target an area of more than 55 square miles in southeast Los Angeles County. The six cities have a combined residential population of 295,000. The six cities will hold ten (10) scrap tire collection events (2 each in Norwalk, Downey, Pico Rivera and Santa Fe Springs, and 1 each in La Mirada and Santa Fe Springs) during the 2 year grant period. Each collection event will be open to residents of all three cities. The six cities estimate that they will collection 12,000 tires over the course of the grant period.

Grantee: City of Torrance

Amount Awarded: \$21,000.00

Grantee Contact: Ms. Alison Sherman

CalRecycle Grant manager: Carla Repucci

Project Summary: The Cities of Torrance (the Lead Agency), Gardena and Duarte (referenced in this proposal as the Regional Group) are proposing a Regional Tire Collection effort that will target an area of approximately 33 square miles in Los Angeles County. The three cities have a combined residential population of 227,100. The three cities will hold six (6) scrap tire collection events (2 in each cities) during the 2-year grant period. Each collection event will be open to residents of all three cities. The three cities estimate that they will collection 4,200 tires over the course of the grant period.

Total Awarded for County:\$81,000.00

Riverside County

Grantee: City of Lake Elsinore

Amount Awarded: \$35,000.00

Grantee Contact: Nicole McCalmont

CalRecycle Grant manager: Carla Repucci

Project Summary: The Cities of Lake Elsinore (the Lead Agency), Wildomar and Canyon Lake (referenced in this proposal as the Regional Group) are proposing a Regional Tire Collection effort that will target an area of more than 67 square miles in western Riverside County. The three cities have a combined residential population of 96,217. The three cities will hold seven (7) scrap tire collection events (4 in Lake Elsinore, 2 in Wildomar and 1 in Canyon Lake) during the 2 year grant period. Each collection event will be open to residents of all three cities. The three cities estimate that they will collection 7,000 tires over the course of the grant period.

Grantee: Coachella Valley Association of Governments

Amount Awarded: \$68,930.00

Grantee Contact: Mr. Benjamin Druyon

CalRecycle Grant manager: Carla Repucci

Project Summary: COACHELLA VALLEY WASTE TIRE AMNESTY EVENTS PROGRAM

INTRODUCTION:

The Coachella Valley includes economically diverse communities from Palm Springs to Coachella and Blythe in the desert area of eastern Riverside County in southern California. The area has a long history of cooperation and regional collaboration to address solid waste recycling and source reduction. Unfortunately, desert areas are extremely susceptible to illegal dumping of waste including tires. Illegal disposal of waste tires is a significant problem in some of our communities, with dump sites ranging from piles of tires to tires scattered on vacant lots in neighborhoods and in community open space areas. This is in addition to waste tires stored on and around residential properties.

The Coachella Valley Association of Governments is a regional agency that works with our member jurisdictions -- ten cities, two tribal governments, and Riverside County -- to address regional issues, including solid waste collection and recycling. The proposed program will provide Waste Tire Amnesty events in cities across the Coachella Valley and will promote education and outreach to the public about the proper disposal and recycling of waste tires. The events will also be used to promote CalRecycle's Green Roads: Paving the Way With Recycled Tires program and to educate participants and the community about the benefits of using recycled tires to create rubberized asphalt concrete and tire-derived aggregates. To reduce illegal dumping in our communities, the program will offer residents alternative means to dispose of waste tires. At this time, two Tire Amnesty event programs has diverted approximately 9,241 waste tires from open deserts, empty lots, landfills and our neighborhoods which is approximately 147.8 tons! Our Coachella Valley residents consistently throughout the year call our agency to inquire when the next Waste Tire event will occur. The Coachella Valley Waste Tire Amnesty Event program has the following goals:

- To reduce the illegal dumping of waste tires by providing a safe, convenient, and legal means of disposal
- To emphasize the benefits of collection and recycling of waste tires
- To promote an ethic of environmental responsibility
- To clean up and beautify our communities and improve quality of life.
- To encourage recycling and reuse of waste tires and promote sustainable use of resources
- To reduce the volume of tires ending up in landfills.
- To provide education to residents of the Coachella Valley about recycling

Program Overview

The Coachella Valley Waste Tire Amnesty Event Program will provide one-day events throughout the Coachella Valley from September 2013 to May 2014. These events will be presented on Saturdays, for a four hour period at convenient locations within the ten city area served by CVAG. The events are distributed throughout the Coachella Valley and are designed to serve neighboring communities where events will not be held. Events will also benefit residents of unincorporated areas of Riverside County as well as the ten participating cities. For example, an event at the City of Rancho Mirage's Public Works Yard drew residents from the nearby communities of Indio, Palm Desert, Cathedral City, Desert Hot Springs, La Quinta, Palm Springs, and Thousand Palms. The letters of authorization included with this application are from cities where events will be held, as well as cities where no event is planned but whose residents are expected to participate. Given past trends, CVAG anticipates an increase in waste tires received used for golf carts and neighborhood electric vehicles (NEVs) from some of our golf communities.

The approximate event schedule is provided at the end of this Project Description. Some communities (Desert Hot Springs, Coachella, Indio, and Blythe) have a larger share of low income residents and events in these cities will reach out to these disadvantaged members of the community. Event dates have not been determined but will be well distributed throughout the year to give residents ample opportunity to participate. The Coachella Valley has a significant population of seasonal residents who spend the winter months at second homes. The event dates will be set to serve these residents as well as year-round residents. A calendar of the Waste Tire Amnesty Events will be developed as a first step in project implementation and will be distributed to cities, Riverside County, CVAG website, and other means of community outreach.

CVAG will engage a registered waste tire hauler who will be responsible for collecting the tires at the events and delivering them to a certified tire recycling facility. The waste tire hauler will provide materials and supplies necessary for the collection

and transport of tires received at the events. They will also provide a minimum of two staff people for each event. CVAG will follow a competitive bid process to select a waste tire hauler. An email quote for the labor, hauling, and recycling costs for the events is included in this application. The quote is provided by Burrtec (Mike Veto, Palm Desert office), which provides waste collection services to many of the Coachella Valley cities.

The Waste Tire Amnesty Events will be presented by each city where the events will be held, in coordination with CVAG staff and the contract waste tire hauler. CVAG has a Solid Waste and Recycling Technical Working Group composed of staff from each of our member agencies who work on recycling and sustainability projects. This Working Group provides a forum for regional coordination of solid waste and recycling programs including the proposed Waste Tire Amnesty Events. This group oversees a very successful Used Oil Recycling program implemented by CVAG through a grant from CalRecycle as well as our current 2010/2011 Tire Amnesty Event Grant Program. The regional coordination of the used oil recycling events and the Waste Tire Events provides a successful model for our continued implementation of the Waste Tire Amnesty Event Program.

Coordination of the events will be a cooperative effort between CVAG, the cities, and the waste tire hauler. CVAG will be responsible for overall program coordination including contracting with the waste tire hauler, grant administration, coordination with the cities, and coordination of education and advertising for the Waste Tire Amnesty Events. Depending on available staffing at the time of the project award, CVAG may use contract staff/consultant for the Program. City staff from the participating cities will work closely with CVAG to present the Waste Tire Amnesty Events. The cities all have excellent outreach to their residents through city newsletters, websites and other means of communication. City staff will coordinate the events occurring in their city and will ensure that two staff members are present at their Waste Tire Amnesty Events. A Spanish-speaking representative will be present at all events.

The Coachella Valley Waste Tire Amnesty Events Program will leverage existing recycling and sustainability programs of the participating cities to the extent possible. For example, the City of Palm Springs, City of Desert Hot Springs, and the City of Indio will combine a waste tire amnesty event with a document shredding/recycling event or other similar recycling and sustainability events they are offering. Some cities will hold community clean-up events that will include waste tire recycling. Coordination of waste tire amnesty events with other environmental or community events will enhance participation and the educational outreach to promote the message of sustainable use of our resources.

Riverside County is also a member of CVAG and they are an active participant in our Solid Waste and Recycling Technical Working Group. As the cities of the Coachella Valley are surrounded by and integrated with the unincorporated areas of Riverside County, it is anticipated that the Waste Tire Amnesty Event program by the County will complement and enhance the effectiveness of the CVAG program.

Target population or geographic area to be served by program:

CVAG serves the communities of eastern Riverside County from Palm Springs to Blythe. This includes ten cities - Blythe, Cathedral City, Coachella, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs, and Rancho Mirage as well as unincorporated areas of Riverside County. The Agua Caliente Band of Cahuilla Indians and the Cabazon Band of Cahuilla Indians are also CVAG members. The cities participating with CVAG in the proposed Coachella Valley Waste Tire Amnesty Events program represent a broad range of economic and ethnic diversity. The residents of these cities range from suburban neighborhoods to more rural areas with empty lots and as yet undeveloped open space areas that are particularly subject to illegal dumping of waste tires. The program will reach out to low income and underserved residents within all of our communities, including Desert Hot Springs, Coachella, Indio, Blythe as well as other participating communities. The program will serve all these residents throughout the Coachella Valley. In these continued difficult economic times, the program will offer those facing financial strain an alternative to illegal dumping of tires.

There is not currently a program to meet the need for recovery and recycling of waste tires in the Coachella Valley outside of the Waste Tire Amnesty Events provided by CVAG with CalRecycle funding. Although worthy programs are offered by individual jurisdictions, the existing programs that are offered only fulfill a small portion of the population needs and opportunities to properly dispose of and recycle waste tires. Residents that want to know how to properly dispose of materials – what do they do? Residents that are non-English speaking – what do they do? Residents that want to properly dispose of waste tires but cannot due to limited existing programs – what do they do? Residents with low incomes – what do they do? These are limitations and questions relative to the existing programs. The regional Coachella Valley Waste Tire Amnesty Event Program is designed to better meet these needs and our current program provides a great opportunity for our residents who have been thankful and appreciative of this program.

The Coachella Valley has a diverse population and many non-English speaking residents as well as a high percentage of low-income families, many without jobs in these economic hard times. The Program will include outreach to these residents through English and/or Spanish language radio stations. Program materials will be printed in English and Spanish. More specifically, through this grant CVAG and our member cities will develop English/Spanish promotional pieces through various media to educate these groups on the need and ways to properly dispose of and recycle waste tires. Through these efforts it is anticipated that an increase in the awareness of the advantages of proper disposal of waste tires and available ways to do so will result in an increase in participation among these groups of residents.

WORK PLAN:

The Work Plan is presented based on goals and objectives for the proposed Coachella Valley Waste Tire Amnesty Events Program. It incorporates elements that have been successful in the 2009/2010 and 2010/2011 programs.

EDUCATION, MARKETING AND OUTREACH

A significant goal of the Coachella Valley Waste Tire Amnesty Event Program is to educate residents about the need to properly dispose of waste tires and to promote recycling and reuse of tires and waste tire byproducts. The marketing program for the events will be coordinated by CVAG with the participating cities. Marketing will include outreach to residents through various communication channels used by the cities, include City newsletters and websites. Educational articles about waste tire disposal and recycling will be prepared and circulated digitally for inclusion in newsletters and posting on municipal websites, Riverside County website, Local Green websites and CVAG's website and electronic newsletter. Advertising expenses in the budget include radio ads on English and/or Spanish language radio stations. Outreach via these radio stations has proven to be a very effective means of attracting people to our Waste Tire Amnesty Events. In particular, surveys of participants conducted at the events have indicated that advertising on the day of the event is especially effective.

Another means of marketing the events may involve billing inserts in the waste hauler and other utilities bills and City newsletters that are sent to residents. The insert would be designed through the cooperative efforts of CVAG and the cities to save on design costs; the printing of these billing inserts would be covered by the education and advertising budget.

Other means of promotion will include press releases and articles to the various newspapers (Desert Sun and the La Prensa Hispana, etc.). The local newspaper, the Desert Sun, publishes community newspapers for many of the cities, which provide another avenue for publicity. We will also use public service announcements and other forms of free advertising/marketing.

The program will also provide an opportunity to leverage the Waste Tire Amnesty Events to promote CalRecycle's Green Roads program. We will continue the coordination with CalRecycle which was initiated in December 2010 to include educational materials and media outreach about the Green Roads program. This outreach will emphasize the benefits of using recycled tires to create products such as rubberized asphalt concrete and tire-derived aggregates.

BUDGET:

The budget below outlines the primary expenses associated with the grant request and those proposed to be applied to the grant. The costs reflect anticipated costs for the grant period. In addition to the budget table, additional detail on the program budget is provided. The proposed budget is for \$68,930.

EVALUATION:

CVAG staff/consultants, City staff, and the waste tire hauler will be responsible for the collection, monitoring, tracking, and analyzing of data as part of the program. The program will track the number of tires recycled and the participation by residents along with other parameters as described by CalRecycle in the Program reporting requirements.

FY 2013/14 LOCAL GOVERNMENT WASTE TIRE AMNESTY EVENT(S)

Proposed Event Schedule

Location	Number of Events	Month/Year ¹
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City of Blythe,	1	October/November 2013
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City of Cathedral City,	1	February/March 2014
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City of Coachella,	2	February 2013 March/April 2014
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City of Desert Hot Springs,	2	January/February 2014
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October/November 2013

City of Indio,	2	January 2014 February 2014
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City of Palm Desert,	1	September 2014
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City of Palm Springs,	1	January 2014
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City of Rancho Mirage ,	1	April 2014
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Total Amnesty Events: 11

¹Events will generally be on Saturdays during the month indicated.

ENVIRONMENTALLY PREFERABLE PURCHASING POLICY:

The CVAG Executive Committee adopted an Environmentally Preferable Purchasing Policy on February 22, 2010. A copy of this policy is attached. It was previously provided to CalRecycle for the 2009/2010 program.

Total Awarded for County:\$103,930.00

San Diego County

Grantee: San Diego County

Amount Awarded: \$33,250.00

Grantee Contact: Mr. Jen Winfrey

CalRecycle Grant manager: Carla Repucci

Project Summary: The County of San Diego is applying for funds to hold six (6) public waste tire amnesty events in county unincorporated area communities of Alpine, Fallbrook, Lakeside, Ramona, Rancho San Diego (Spring Valley), and Valley Center. The County of San Diego is requesting \$33,250 in grant funds from Cal Recycle to collect 6,650 waste tires at these events. (Projected tire count based on the amount of tires collected at events over the previous five years.)

Community Need for Waste Tire Amnesty & Cleanup Events

Since the State banned disposal of whole tires at landfills in California in 1993, the County of San Diego has offered amnesty days and public education for recycling and disposal of tires funded partially through State grants.

Illegally abandoned tires continue to be a problem on County roadways and throughout the rural areas of the unincorporated area. Tires are an excellent breeding environment for mosquitoes, a known vector for West Nile virus, malaria, and encephalitis. In addition, the threat of fire and further illegal dumping is always a critical concern in the region.

County staff estimates that between 1.5 and 2 million waste tires are generated annually in San Diego County. In 2000, County Roads crews collected approximately 1,500 illegally abandoned tires on the County maintained roads. After several years of free tire collection events this number has dropped significantly. In 2008, the County Roads Department collected 580 illegally abandoned tires. In 2012, only 262 illegally abandoned tires were collected by the County Roads department, showing a continuing decrease.

Although illegal tire dumping has decreased in urban population centers, abandoned waste tires continue to be a problem throughout the rural areas of the unincorporated county. Abandoned tires are routinely found in rural creeks and canyons during community cleanup events. Cleanup sites participating in the statewide Coastal Cleanup Day and regional Creek to Bay Cleanup continue to collect a few hundred tires from roadways, creeks, canyons, and other areas where illegal dumping and littering occur.

Environmental and Financial Benefits to the Community

With the rise of illegal tire disposal comes an increased potential of public health problems and environmental concerns. Tire piles pose potential threats to the public health and safety, and to the environment, particularly when they are improperly maintained or catch fire. Tire fires cause air pollution from toxic smoke and contaminate water and soil. Illegally dumped or stockpiled waste tires also create harborage and breeding grounds for disease carrying pests and vectors, including mosquitoes which carry West Nile Virus and rodents that are vectors of the Hantavirus. In the Tijuana River Valley, the tires are inundated with water with each rainstorm with unknown numbers washed out to sea.

Tire amnesty events in the community are an opportunity to further increase environmental awareness at the local level, prevent future illegal dumping and reduce existing tire piles. Tire amnesty events attract residents who have accumulated tires on their properties. Past event surveys showed residents stored waste tires for an average of 6.5 years. In addition to providing free proper disposal for personal tires, these events enable communities to collect abandoned tires from illegal dumping areas and not be charged disposal fees.

These illegally dumped tires pose potential threats to the public health and safety, and the environment. The greatest threat is when tires are improperly maintained or catch fire. Tire fires cause air pollution from toxic smoke and contaminate water and soil. Illegally dumped waste tires also create harborage and breeding grounds for disease carrying pests and vectors.

Since 2004 the County has hosted 25 amnesty events and collected over 20,000 tires from the public. In the past several years County Staff has worked diligently with community event organizers to combine tire amnesty events with community cleanups, providing residents and community activists a free disposal option. Event organizers regularly request bins or special arrangements for tires. Unfortunately, with only thirty to fifty tires collected per site, it is not cost effective to provide special bins. If no nearby amnesty event is going on at the same time, event organizers usually have to pay to have the tires disposed of in a landfill or taken to tire businesses for a fee.

In 2012/2013 the County conducted two amnesty events. The November event in Ramona collected 961 tires, and the

January event in Fallbrook collected 737 tires.

In 2011/2012 the County conducted two amnesty events collecting 2129 tires from 212 households in Alpine and Valley Center.

In 2010/2011 the County was awarded a waste tire cleanup and amnesty event grant from CalRecycle and conducted six amnesty events collecting 4966 tires from 597 households in Fallbrook, Spring Valley, Lakeside, Ramona, Alpine and Valley Center.

In 2009/2010 the County was awarded a waste tire cleanup and amnesty event grant from the California Integrated Waste Management Board (CIWMB). The County conducted five (5) public amnesty events. Altogether the events resulted in 584 residents/households bringing in 5,119 tires.

In 2007/2008, the County was granted a CIWMB waste tire grant and worked collaboratively with regional Indian Tribes, local community organizations, and local residents to cleanup and recycle tires in the unincorporated rural communities of Lakeside, Ramona, Fallbrook, Campo, Jacumba, the County's Tijuana River Park, and Pala, San Pasqual, and Campo Tribal Lands. The County overall conducted seven (7) public amnesty events that were carried out over a wide geographical area of the county in order to provide collection opportunities to as many County residents as possible. A total of 3,824 waste tires were collected with CIWMB grant funding.

In 2004/2005, with CIWMB grant funding the County conducted four effective amnesty collection events in the unincorporated cities of Spring Valley, Ramona, Alpine, and Fallbrook. During these events 4,498 tires were collected from 484 households.

Environmental and Financial Benefits to the Community

Both residential and public stockpiling of tires occurs in the unincorporated county. With an increase in illegal tire disposal comes an increased potential of public health and environmental threats. Tires that are stockpiled are potentially hazardous to human health and safety. Tires can act as an ideal breeding environment for mosquitoes, which can carry several life-threatening diseases such as West Nile Virus, dengue fever, malaria, and encephalitis. Tire stockpiles are also ideal nesting habitats for rodents which carry the Hanta Virus. Several cases have been identified in the unincorporated county in the last year. If tire stockpiles are decreased, there is the potential for a decline in the manifestation of these diseases.

Tire piles, whatever their size, have the potential to be a fire hazard. Tires piles may catch fire through a variety of means such as arson, equipment malfunctions, and lightning strikes or simply be in the path of a wildfire. The longer the tire piles remain, the higher the risk of fire. Should tires catch fire, they have the potential to cause toxic environmental pollutants that can be released into the air, water, and soil, which can in turn have a negative impact on plants, animals, and humans.

Tire fires are also very expensive to remediate. According to the Scrap Tire Cleanup Guidebook (EPA Publication #905-B-06-001), it is five to ten times more costly to remediate a tire fire site than to conduct preventative cleanups to remove the tires before they can catch fire.

In urban and industrial areas, tire piles can obstruct brownfield redevelopment and community revitalization projects. In addition, further illegal dumping of tires or other wastes might be encouraged by an existing tire pile.

By conducting the proposed amnesty events, the County and CalRecycle provide residents with a simple and cost effective way to dispose of stockpiled tires, preventing the formation of larger tire piles. These events reduce public health and economic concerns when they otherwise might worsen or be ignored.

Tire Amnesty Events

Tire amnesty events are an effective mechanism to increase rural communities' environmental awareness of proper disposal and prevent future illegal dumping and tire pile formation. When planning the events, the County will use census data and Recycling Hotline requests to target communities in the underserved rural areas of the county and communities with larger populations.

Events attract residents who have accumulated tires or collected illegally dumped tires from their property or roadsides. During surveys of past events, residents have noted that the high cost of disposal encourages stockpiling of tires. These surveys further showed that residents stored waste tires for an average of 6.5 years. If funding is not received, residents and communities in the unincorporated areas of San Diego County will have three legal viable options to dispose of waste tires:

- 1) Pay a minimum of \$1.00 per tire to dealers to dispose of waste tires at the time new tires are purchased.
- 2) Take the tires to local tire businesses or recycler that accepts used tires for fees from \$1.00 to \$5.00; or,
- 3) Take tires to the privately owned Otay Landfill, which charges nearly \$18.00 per tire, whole or shredded, and is the only local waste disposal facility that will accept waste tires from residents in the region.

While these options work for residents with only a few tires, it is often too costly for low-income residents, residents who have been stockpiling, and cleanup organizers who have a large number of tires, or residents who have previously used tires for erosion control or landscaping and are now removing the tires from the property. Funding by CalRecycle for amnesty events would guarantee that free recycling is available for all residents, and continue to reduce tire stockpiles in the region.

San Diego County will partner with community groups and organizations to conduct tire amnesty events in conjunction with community cleanups. This will enable communities to collect abandoned tires from roadsides and other illegal dumping areas and not be charged for disposal or recycling fees. These groups include Chambers of Commerce, service groups, and non-profit organizations. The County has been successfully partnering with organizations like these for tire events since 2004.

If granted funding, the County will address the aforementioned environmental and public health issues by reducing the number of stockpiled waste tires in the county. The County of San Diego will conduct a minimum of six (6) waste tire amnesty events in the unincorporated area. Amnesty events reduce the number of illegally disposed waste tires in the County by providing a convenient and free disposal option for residents. All events will take place during the grant term from the date of the notice to proceed through June 30, 2015.

Each amnesty event will be scheduled as a one day event to collect tires from residents. Amnesty events in the unincorporated areas will be scheduled, whenever possible, to coincide with community cleanups and targeted to be accessible to a majority of County unincorporated area residents. In previous years, events have been held in the communities of Fallbrook, Ramona, Spring Valley, Lakeside, Alpine, and Valley Center. These communities hold more than 60% of the unincorporated population.

County Map Showing Unincorporated area (in yellow) with unincorporated area communities outlined.

The County may also organize a coupon program that allows citizens to bring waste tires to a specified site on specified days.

Tires will not be accepted from commercial sources. Residents will be allowed to bring up to 20 tires to the collection events. Residents hauling more than 9 tires per vehicle will be directed to the Local Enforcement Agency to obtain written authorization prior to the event day.

Contracts for hauling and labor for the events will be competitively bid. The County will contract with a CalRecycle registered waste tire hauler to transport collected tires to a permitted waste tire storage facility or disposal site. One or two County staff and three hired laborers will work each amnesty event in the unincorporated area.

Staff Resources

In addition to the County providing labor and supervision at the amnesty events, County staff will partner with local community groups and organizations to locate and secure sites for collection events, schedule and arrange staffing for events, distribute the Automotive Recycling Guide, advertise and promote events (including designing/updating print advertisements and flyers), and evaluate and report on each event and the project as a whole. In order to save on costs and maximize grant funds, the County has forged partnerships with local community organizations in the communities of Alpine, Lakeside, Fallbrook, and Spring Valley. These partnerships will stretch grant dollars and ensure local involvement and support.

County staff will also secure and organize all resources needed to ensure event safety including traffic control equipment and directionals, gloves, and other safety supplies. In accordance with grant guidelines, County staff will contract for a certified waste tire hauler for all the events. Staff will also contract for additional labor to work at the events.

County staff will be responsible for invoicing and reporting to the CalRecycle. Careful evaluation of each event and the project as a whole will be conducted. Evaluation will include survey data collected from event participants including each resident's community and zip code, how they heard about the event, the number of tires, how long the tires had been stored and other disposal methods used or considered in the past or future.

Advertising

County staff will promote the six (6) events in the unincorporated area through print advertisements in local or regional papers and through widespread poster and flyer distribution in nearby communities. Staff will continue and expand on community based outreach efforts including sending posters and flyers to: community centers, libraries, auto part stores, other auto related businesses, community hubs, local planning groups, clubs, schools, churches, chambers of commerce, and the speedways (racetracks).

Staff will also utilize free promotion opportunities including press releases, public service announcements, online event calendars, web pages, community bulletin boards, and the County's internet site. Most advertising and outreach will be conducted in English and Spanish.

Amnesty event advertisements design (used for previous event)

Past event surveys have shown that many residents learn about the event or are reminded of it by driving past a large banner announcing the event at the site/location. The County will use our existing banner to promote the events.

Public Education/Public Education Materials

The County has an extensive outreach program through its Public Works, Air Pollution and Control District, and Environmental Health groups to help educate public about the proper disposal of tires. In addition to outreach, the County has several options for enforcement options available for public nuisance waste on private property and public right-of-ways.

Guides

The County publishes and distributes a bilingual (English/Spanish) Automotive Recycling Guide, which contains information on proper tire care and disposal, where to legally dispose of waste tires, products made from recycled waste tire rubber, and negative impacts resulting from illegal tire disposal. The guides will be distributed to participants at all amnesty day events, and are regularly distributed at school presentations, community outreach booths, through County offices, community centers, libraries, fire stations, and other outreach opportunities. The Automotive Recycling Guide is also posted on the County's internet site at http://www.sdcounty.ca.gov/reusable_components/images/dpw/recyclingpdfs/AutomotiveGuideEnglish.pdf

Hotline

The County of San Diego's Recycling and Household Hazardous Waste Hotline receives approximately 150 calls a year about tire recycling/disposal. Hotline representatives identify tire businesses that accept tires for a fee based on the caller's zip code. The hotline staff also maintains a callback list of residents interested in tire amnesty events, and updates the hotline database annually. The hotline database is also available online for residents' convenience at www.wastefreesd.org

School presentations

The County of San Diego funds 25-50 school presentations in the unincorporated area each year (depending on available funding) on the topics of recycling and proper disposal for household hazardous waste and other items banned from landfills. This presentation includes information on tire recycling and disposal

How many tires are estimated to be removed: 6,650

Will these tires be recycled or landfilled? Recycled.

Is the applicant able to utilize the California Conservation Corps or Local Community Conservation Corps for tire removal?

Yes, the County currently has a contract with a LCCC that is good for 12/13 and 12/14 and will rebid/renew the contract to cover the remainder of the grant term.

Total Awarded for County:\$33,250.00

Tulare County

Grantee: City of Tulare

Amount Awarded: \$12,000.00

Grantee Contact: Mrs Trisha Whitfield

CalRecycle Grant manager: Carla Repucci

Project Summary: 4 events a year for a total of 8 events in the next 2 years. We hope to collect 12 tons (2400 tires) total during these 8 events. At previous events we have collected 1.86 tons (approx. 150 tires) with only collecting 4 tires per customer. We will be allowing 9 tires per customer for this 2 year grant period. We use Tulare County Landfill to dispose of our tires.

Total Awarded for County:\$12,000.00

Grant Count: 7

Grand Total for Selected Counties: \$235,180.00